

# Fashion Calendar

## 1949

File Copy  
12/5/49

### JANUARY

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### DECEMBER

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**RUTH FINLEY, Editor**

FRANCES HUGHES, Associate Editor

44 WEST 52nd STREET • NEW YORK 19

ELdorado 5-3693

A WEEKLY PUBLICATION



## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, DECEMBER 2, 1949</u>			
Now Going On	EXHIBIT: "TOYLAND IN THE SKY" The first community Christmas display, sponsored by the 34th Street-Midtown Association and the Empire State Building, includes toys, trains, candy mountains, dolls and mechanical playthings, supplied by B. Altman & Co., Gimbel Bros., Macy's, James McCreery & Co., Saks-34th, Oppenheim Collins, Schrafft's and A.C. Gilbert Co. Contact: N. Peter McLean, Exec. Secy., 34th Street-Midtown Association, Inc., LO. 4-3770.	34TH ST.-MIDTOWN ASS'N & EMPIRE STATE BLDG.	EMPIRE STATE BLDG. 86TH FL. OBSERVATORY
Friday Dec. 2 1:00 P.M. Luncheon	"TELE-FASHIONS AT THE WALDORF" "Precious Furs Designed For Giving"--Dein-Bacher of the Waldorf presents a collection of Holiday furs during luncheon, televised via DuMont Television. Commentator and coordinator: Billie Gould. Fashion Director of DuMont Television: Jeraldine Cooper. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Dein-Bacher Contact: George Hennessy, PL. 9-5913. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA SERT ROOM
Beginning Friday Dec. 2- Dec. 18 2:00 P.M.- 5:00 P.M.	ART EXHIBIT BY CONTEST CANDIDATES For the first time in its history, the National Institute of Arts and Letters will hold a public exhibition of the works of candidates for the annual \$1,000 worth of awards for art. Announcement of winners will be made in the Spring. Open to public daily, except Mondays from 2:00 P.M. to 5:00 P.M. Publicity: Carson-Ruff Associates, MU. 2-2055.	NATIONAL INSTITUTE OF ARTS AND LETTERS	ACADEMY GALLERY B'WAY & 155TH STREET

### WEEK BEGINNING MONDAY, DECEMBER 5, 1949

Monday Dec. 5 12:30 P.M. Luncheon	PREVIEW: NEW BEACH AND LOUNGING SHOE "Walking on a Cloud", a presentation of "Floaters", new Gerry Nufoam latex slippers for Resort, Beach and Lounge wear, for men, women and children. (Made by manufacturer of Nufoam shoulder pads, cushions and pillows). Attendance by invitation. Publicity: Iris Bauer, PL. 3-3000.	GERRY NUFOAM PRODUCTS CORP.	HAMPSHIRE HOUSE COTTAGE
Monday Dec. 5 8:30 P.M. Dinner	"BAL MASQUE" FASHION EXTRAVAGANZA Dmitri Mitropoulos will conduct The New York Philharmonic-Symphony Orchestra for a Fashion Extravaganza by Elizabeth Arden, arranged by Castillo. Diamonds by Van Cleef and Arpels. Public Masked Ball for the benefit of the Pension Fund of the Philharmonic Symphony Society of N.Y. Dancing--Meyer Davis Orchestra. Tickets: \$25.00. Contact: TE. 8-6272. Publicity: Rasponi Associates, Inc., TE. 8-8171.	ELIZABETH ARDEN-- ARRANGED BY CASTILLO	WALDORF-ASTORIA GRAND BALLROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Dec. 5	SHOWING OF SPRING COLLECTION IN TORONTO The Toronto Market will open in Toronto on December 5, under the auspices of the Dress Manufacturers' Guild of Toronto. There will be three fashion shows in the Crystal Ballroom of the King Edward Hotel--a luncheon show for the press on Tuesday, Dec. 6; and evening dinner shows for the visiting buyers on Tuesday, Dec. 6 and Wednesday, Dec. 7. By invitation only. Fashion shows staged and coordinated by Viola Shefer, PL. 3-3173.	TORONTO MARKET	TORONTO, CANADA
Beginning Monday Dec. 5	SPRING MILLINERY OPENINGS ON COAST Participating members include: Caspar-Davis, Leslie-James, Suzy Lee, Grace Nugent, Ruby Ross, Phil Strann, Yvonne, Addie Anne and Meadowbrook. Contact: Robert Hall, Sec'y, Los Angeles and Hollywood Millinery Guild.	LOS ANGELES; HOLLYWOOD MILLINERY GUILD	SHOWROOMS IN LOS ANGELES, CAL.
Beginning Monday Dec. 5- Dec. 17	EXHIBITION OF DECADE OF PROGRESS IN NYLON An exhibition depicting ten years' progress made in nylon, with samples of the fibres and fabrics made into swatches and clothes. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>																																																																		
Monday Dec. 5- Dec. 23	SPECIAL CHRISTMAS SHOPPING SCHEDULES Retail stores will have the following shopping hour schedules for Xmas. Regular closing hours on Saturdays, unless otherwise indicated:	RETAIL STORES	NEW YORK CITY, BROOKLYN, NEWARK																																																																		
	<table border="1"> <thead> <tr> <th><u>STORE</u></th> <th><u>BEGINNING</u></th> <th><u>HOURS</u></th> </tr> </thead> <tbody> <tr><td>ABRAHAM &amp; STRAUS (Bklyn)</td><td>Dec. 7</td><td>9:30 A.M. to 9:00 P.M.</td></tr> <tr><td>L. BAMBERGER (Newark)</td><td>Dec. 7</td><td>9:45 A.M. to 9:00 P.M.</td></tr> <tr><td>BLOOMINGDALE'S</td><td>Dec. 5</td><td>9:30 A.M. to 9:00 P.M.</td></tr> <tr><td>FRANKLIN SIMON</td><td>Dec. 5</td><td>9:30 A.M. to 9:00 P.M.</td></tr> <tr><td>GERTZ (Long Island)</td><td>Dec. 5</td><td>9:30 A.M. to 9:30 P.M.</td></tr> <tr><td>GIMBELS</td><td>Dec. 5</td><td>9:30 A.M. to 9:00 P.M.</td></tr> <tr><td>HEARN'S</td><td>Dec. 5</td><td>9:30 A.M. to 9:00 P.M.</td></tr> <tr><td>HECHT'S</td><td>Dec. 5</td><td>9:30 A.M. to 9:00 P.M.</td></tr> <tr><td>LANE BRYANT</td><td>Dec. 5</td><td>9:15 A.M. to 9:00 P.M.</td></tr> <tr><td>LOESER'S (Bklyn)</td><td>Dec. 7</td><td>9:30 A.M. to 9:00 P.M.</td></tr> <tr><td>MACY'S</td><td>Dec. 8</td><td>9:00 A.M. to 9:00 P.M.</td></tr> <tr><td>MARTIN'S (Bklyn)</td><td>Dec. 7</td><td>9:45 A.M. to 9:00 P.M.</td></tr> <tr><td>MAY'S (Bklyn)</td><td>Dec. 7</td><td>9:30 A.M. to 9:00 P.M.</td></tr> <tr><td>McCREERY</td><td>Dec. 5</td><td>9:30 A.M. to 9:00 P.M.</td></tr> <tr><td>NAMM'S</td><td>Dec. 5</td><td>9:30 A.M. to 9:00 P.M.</td></tr> <tr><td>OHREBACH'S</td><td>Dec. 16</td><td>10:15 A.M. to 8:30 P.M.</td></tr> <tr><td>OPPENHEIM COLLINS (New York &amp; Bklyn)</td><td>Dec. 8</td><td>9:30 A.M. to 9:00 P.M.</td></tr> <tr><td>SAKS FIFTH AVENUE</td><td>Dec. 19</td><td>10:00 A.M. to 9:00 P.M.</td></tr> <tr><td>SAKS 34TH</td><td>Dec. 5</td><td>9:30 A.M. to 9:00 P.M. (Sat. to 8:00 P.M.)</td></tr> <tr><td>STERN BROS.</td><td>Dec. 5</td><td>9:45 A.M. to 9:00 P.M.</td></tr> <tr><td>WANAMAKER'S</td><td>Dec. 7</td><td>9:30 A.M. to 9:00 P.M.</td></tr> </tbody> </table>	<u>STORE</u>	<u>BEGINNING</u>	<u>HOURS</u>	ABRAHAM & STRAUS (Bklyn)	Dec. 7	9:30 A.M. to 9:00 P.M.	L. BAMBERGER (Newark)	Dec. 7	9:45 A.M. to 9:00 P.M.	BLOOMINGDALE'S	Dec. 5	9:30 A.M. to 9:00 P.M.	FRANKLIN SIMON	Dec. 5	9:30 A.M. to 9:00 P.M.	GERTZ (Long Island)	Dec. 5	9:30 A.M. to 9:30 P.M.	GIMBELS	Dec. 5	9:30 A.M. to 9:00 P.M.	HEARN'S	Dec. 5	9:30 A.M. to 9:00 P.M.	HECHT'S	Dec. 5	9:30 A.M. to 9:00 P.M.	LANE BRYANT	Dec. 5	9:15 A.M. to 9:00 P.M.	LOESER'S (Bklyn)	Dec. 7	9:30 A.M. to 9:00 P.M.	MACY'S	Dec. 8	9:00 A.M. to 9:00 P.M.	MARTIN'S (Bklyn)	Dec. 7	9:45 A.M. to 9:00 P.M.	MAY'S (Bklyn)	Dec. 7	9:30 A.M. to 9:00 P.M.	McCREERY	Dec. 5	9:30 A.M. to 9:00 P.M.	NAMM'S	Dec. 5	9:30 A.M. to 9:00 P.M.	OHREBACH'S	Dec. 16	10:15 A.M. to 8:30 P.M.	OPPENHEIM COLLINS (New York & Bklyn)	Dec. 8	9:30 A.M. to 9:00 P.M.	SAKS FIFTH AVENUE	Dec. 19	10:00 A.M. to 9:00 P.M.	SAKS 34TH	Dec. 5	9:30 A.M. to 9:00 P.M. (Sat. to 8:00 P.M.)	STERN BROS.	Dec. 5	9:45 A.M. to 9:00 P.M.	WANAMAKER'S	Dec. 7	9:30 A.M. to 9:00 P.M.		
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	The following stores will not be open evenings: ALTMAN'S, ARNOLD CONSTABLE, BENDEL, BERGDORF GOODMAN, BEST & CO., DE PINNA, GUNTHER JAECKEL, JAY THORPE, LORD & TAYLOR, MILGRIM, McCUTCHEON'S, PECK & PECK, RUSSEKS FIFTH AVENUE and TAILORED WOMAN.																																																																				



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Dec. 6 1:00 P.M. Luncheon	CRUISE, RESORT AND SPRING FASHION SHOW Margaret Newman will present her spectator sports and playclothes for Cruise and Resort wear, and her Spring fashions during luncheon. Press by invitation. Public by reservation; contact: RH. 4-4700. Margaret Newman Publicity: Ann Rabin, TR. 7-0455.	MARGARET NEWMAN ORIGINALS, INC.	TAVERN-ON-THE-GREEN CENTRAL PK.W. & 67TH
Tuesday Dec. 6	PRESS PREVIEW OF CHRISTMAS PAINTINGS One hundred Christmas paintings submitted in the \$28,000 Hallmark competition, previewed for the press all day Tuesday, Dec. 6. Open to the public, Thursday, Dec. 8 through Dec. 31. Admission free; proceeds from catalog sales will go to the American Red Cross. Publicity: Carl Byoir & Assoc., John F. Budd, Jr., MU. 3-3464.	AMERICAN RED CROSS	WILDENSTEIN GALLERY 19 EAST 64TH STREET
Tuesday Dec. 6 (Release Date)	NEW PRODUCT: "THE PORTABLE PORTER" Mobiluggage presents "Flagship Wheels," manufactured by MacArthur Products, Inc., the "Portable Porter" which takes the "lug out of luggage," at a retail price of less than \$8.00. Easily attached wheels and convenient handle will save the traveler time and money by eliminating porter service and waiting in baggage rooms. The Portable Porter will be nationally introduced to the public in a special story by "Look" Magazine, (on the newsstands Dec. 6). Introduction of the new product at Bloomingdale's on Dec. 11; and other N.Y. stores later, including Saks Fifth Avenue, Lewis & Conger, Mark Cross, and Stern Brothers. Contact: Mrs. E.M. Day, vice-president, MacArthur Products, Inc., Indian Orchard, Mass. (Tel., Springfield, Mass., 8-1559).	MacARTHUR PRODUCTS, INC. THROUGHOUT (INDIAN ORCHARD, MASS.)	THE COUNTRY
Dec. 7	EIGHTH ANNIVERSARY OF PEARL HARBOR DAY. (Wednesday).		
Wednesday Dec. 7 12:30 P.M. Luncheon	"HOLIDAY STYLE QUIZ" DURING BENEFIT LUNCHEON Alla Kent, of Presents Unlimited, will be hostess at a benefit luncheon party. Hats and ensembles--Saint-Maur. Furs--Penizek. Jewels--Van Cleef and Arpels. Accessories--Presents Unlimited. Commentators: Alla Kent and Conrad Thibeault. Price of luncheon: \$5.00 plus rummage for resale at the Nearly New Shop (938 8th Avenue); or, \$7.50 without rummage. Sherry-Netherland Publ.: Adele Brown, or Dorothy Wentworth. King, VO.5-2800.	PRESENTS UNLIMITED (59TH ST.& 5TH AVE.)	SHERRY-NETHERLAND CARNAVAL ROOM
Wednesday Dec. 7 12:45 P.M. Luncheon	PRESENTATION OF FUR FASHIONS "The Fur Fashion Story"--a special showing of individual furs to commemorate the 93rd anniversary of W. H. Hall, Inc. at the "Star-Time at the Pierre" weekly luncheon fashion show. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Show Director-Commentator: Nola Luxford, TE. 8-8000.	W.H. HALL, INC.	HOTEL PIERRE COTILLION ROOM
Wednesday Dec. 7 12:45 P.M. Luncheon	SHOWING OF CUSTOM- MADE COLLECTION A presentation of Bella Couture's custom-made collection by Milo Morro. Press by invitation. Public by reservation; contact: PL. 9-3584. Publicity: Florence Donovan Hopkins, CI. 6-0348.	BELLA COUTURE (27 EAST 67TH STREET)	WHITE TURKEY 300 EAST 57TH STREET



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Dec. 8 10:30 A.M.	INFORMAL PREVIEW FOR THE PRESS Ohrbach's will have an informal press preview of its Cruise Shop on the third floor. (Note change of date and time). By invitation only. Open to the public at 12:00 Noon. Publicity: Mark Klauser, SP. 7-9000.	OHRBACH'S	3RD FLOOR CRUISE SHOP
Thursday Dec. 8 1:00 P.M. Luncheon	HAIR STYLES AT LUNCHEON SHOW John Hall presents "Horoscope Hairdo's", a charming coiffure for personalities born under each sign of the Zodiac, during luncheon. Gowns-- Mimi Tuthill. Birthstone Jewels--Jewelry Industry Council. Birth Month Flowers--Irene Hayes. Press by invitation. Public by reservation. (Price--\$3.00); contact: "Fred", PL. 9-3000, Ext. 272, or 276. John Hall Publicity and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	JOHN HALL (26 EAST 56TH ST.)	HOTEL PLAZA TERRACE ROOM
Monday Dec. 12 5:00 P.M.- 7:00 P.M. Cocktails	COCKTAIL RECEPTION BY PRESIDENT OF LANVIN Edouard L. Cournand, president of Lanvin Parfums, will invite the press to a cocktail reception to meet Countess Jean de Polignac, head of House of Lanvin, Paris; Prince Louis de Polignac and Marquis Robert de Maussabre. By invitation only. Publicity: Dorothy Lansing, PL. 9-7598.	LANVIN PARFUMS	RITZ CARLTON HOTEL CRYSTAL ROOM
Tuesday Dec. 13 9:30 A.M. Breakfast	SHOWING OF SPRING LINGERIE LINE William Carter will present Spring line of lingerie at a fashion show. Showing promptly at 10:00 A.M. By invitation only. Publicity: Helen Leaf, BBD&O, EL. 5-5800.	WILLIAM CARTER CO. (180 MADISON AVENUE)	HOTEL PLAZA WHITE & GOLD SUITE
Tuesday Dec. 13; Dec. 14; Dec. 16 2:30 P.M.	OPENING OF SPRING COLLECTION Pauline Trigere's Spring Collection will be presented at 2:30 P.M. on Tuesday, Dec. 13; Wednesday, Dec. 14; and Friday, Dec. 16. By appointment only. Contact: Robert Trigere, PL. 3-6778.	TRIGERE, INC.	29 WEST 57TH STREET SALON
Wednesday Dec. 14 12:15 P.M. Luncheon	READY-TO-WEAR DIVISION LUNCHEON "A Chat About Next Spring's Fashions"--a luncheon meeting by the Ready-To-Wear Division of the Fashion Group. Speakers: Alice K. Perkins, Associate European News Director, Fairchild Publication; Miriam Lippincott, Fashion Director, Carson Pirie Scott & Co. Program Chairman: Gertrude Bailey. Price (including tax and tip): \$3.75 for members: \$4.00 for guests (two per member). Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR GRAND BALLROOM
Wednesday Dec. 14 12:45 P.M. Luncheon	"HOLIDAY SILHOUETTE" AT LUNCHEON SHOW Russeks will present Holiday fashions during luncheon. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	RUSSEKS FIFTH AVENUE	HOTEL PIERRE COTILLION ROOM
Wednesday Dec. 14 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION "Gala Fashions For Wearing and Giving"--by Town and Travel Wear of the Waldorf. Press by invitation. Public by reservation; contact: "Albert", EL. 5-3000. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	TOWN AND TRAVEL WEAR OF THE WALDORF	WALDORF-ASTORIA SERT ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Dec. 25	CHRISTMAS DAY (Sunday).		
Jan. 1	NEW YEAR'S DAY (Sunday).		
Tuesday Jan. 3 11:00 A.M.	PRESS PREVIEW OF SPRING MILLINERY Presentation of Walter Florell's Spring millinery to the local press. Show will be followed by luncheon. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	WALTER FLORELL	29 EAST 53RD STREET SALON
Wednesday Jan. 4 12:00 Noon Luncheon	SPRING MILLINERY SHOWING FOR PRESS Preview of Spring millinery collection by Mary Goodfellow at a luncheon showing for the N. Y. editors. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	MARY GOODFELLOW	600 MADISON AVENUE SALON
Wednesday Jan. 4 4:00 P.M. Cocktails	PRESS PREVIEW OF SPRING MILLINERY Florence Reichman will present a showing of her Spring millinery to press and trade. By invitation only. Contact; Miss Jacqueline, PL. 8-1525.	FLORENCE REICHMAN	1 WEST 57TH STREET SALON
Thursday Jan. 5 10:00 A.M. Breakfast	SPRING MILLINERY SHOWING FOR THE PRESS Showing of Sally Victor's Spring Millinery collection to the local fashion editors. Attendance by invitation only. Contact: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Thursday Jan. 5 12:15 P.M. Luncheon	MILLINERY DIVISION LUNCHEON MEETING The Fashion Group will have a Millinery Division luncheon meeting. More details later. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Thursday Jan. 5 2:00 P.M.- 4:30 P.M.	PRESS PREVIEW: "ADAM IN THE LOOKING GLASS" "Does Adam Dress For Eve, Or Does Eve Dress Adam?" an exhibition of men's fashions from the 14th Century to tomorrow. The exhibit will include new fashions for men, specially designed by twelve outstanding women designers. Attendance by invitation only. Publ.: Charlotte Weizmann, RH. 4-7690.	COSTUME INSTITUTE OF METROPOLITAN MUSEUM	METROPOLITAN MUSEUM 82ND ST. & 5TH AVE.
Thursday Jan. 5 4:00 P.M. Cocktails	SPRING AND SUMMER FOUNDATION LINE The House of Flexees will present a press preview of its Spring and Summer line of Foundation garments. Attendance by invitation only. Publicity: Bee Bradshaw, MU. 9-2100.	ARTISTIC FOUNDATIONS-- "FLEXEES"	417 FIFTH AVENUE SHOWROOM
Thursday Jan. 5 4:00 P.M. Cocktails	PREVIEW: BETTY BARCLAY SPRING COLLECTION Link of Philadelphia and California will present their Betty Barclay Spring collection to the press and trade at a cocktail party. By in- vitation only. Contact: Mildred Kaldor, MU. 9-5420.	LINSK OF PHILADELPHIA AND CALIFORNIA	HOTEL PIERRE ROOF
Friday Jan. 6 12:00 Noon Luncheon	PRESS PREVIEW OF SPRING MILLINERY Lenesta will present her Spring millinery collection to the N.Y. fashion editors. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	LENESTA	15 EAST 53RD STREET SALON



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 9 12:45 P.M. Luncheon	DESIGNERS' "RHAPSODIE" LUNCHEON SHOW A special advance showing by members of the American Guild of Fashion Designers, presenting fashions from head to foot. Tickets: \$10.00. For reservations, contact: LE. 2-8324. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	AMERICAN GUILD OF FASHION DESIGNERS	HOTEL PIERRE COTILLION ROOM
Monday Jan. 9 2:30 P.M.	PRESS PREVIEW OF SPRING MILLINERY Mr. John will present his Spring Millinery collection to the N.Y. fashion editors. Attendance by invitation only. Contact: Jane Darby or Peter Brandon, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
Monday Jan. 9- Jan. 10	SECOND ANNUAL HOSIERY EXPOSITION "Hosiery Industry Weekly" and "Hosiery Merchandising" will sponsor the Fourth Annual Hosiery Forum for retailers, buyers and merchandisers of hosiery. The Second Annual Hosiery Exposition will include about 65 exhibitors, with showings from 2:00 P.M. to 11:00 P.M. on first day; 12:00 Noon to 5:00 P.M. on second day. Forum contact: Olive Graham, MU. 5-0375; Exposition contact: Robert T. Kenworthy, LE. 2-5441.	HOSIERY INDUSTRY WEEKLY; & MERCHANDISING	WALDORF-ASTORIA GRAND BALLROOM
Tuesday Jan. 10 9:00 A.M. Breakfast	SPRING MILLINERY BREAKFAST FORUM Annual forum of the MMEA with fashion, merchandising and business experts discussing trends, problems and developments. Virginia Pope, fashion editor of the N.Y. Times, will again direct the clinic. By invitation only. Publicity: Ruth Weintraub, PL. 3-2117.	MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION	WALDORF-ASTORIA WEDGWOOD ROOM
Tuesday Jan. 10- Jan. 11 2:00 P.M.- 5:00 P.M.	FIFTEENTH BRIDAL BUSINESS CLINIC Bride's House, Inc., and Bride's Magazine announce a two-day Bridal Business Clinic in the Crystal Gardens and Grand Ballroom of the Ritz Carlton Hotel. Wedding Gift Registry and Home Furnishings Session on Tuesday, Jan. 10 from 2:00 to 5:00 P.M. Fashion Session on Wednesday, Jan. 11, from 2:00 P.M. to 5:00 P.M., both followed by cocktails. Attendance by invitation for retailers from coast-to-coast and Canada; and resident buyers. Contact: Alice Rydell, Dir. of Merchandising Service, MU. 2-1490.	THE BRIDE'S MAGAZINE	RITZ CARLTON HOTEL
Tuesday Jan. 10 2:30 P.M.	FIFTH ANNUAL BRIDAL CLINIC Annual clinic for bridal consultants, bridal dress buyers, trousseau buyers, publicity people, display people, and merchandise managers of Mademoiselle's tie-in stores across the country. The clinic will be followed by a reception. Attendance strictly by invitation. Contact: Wilma Libman Bell, Promotion Director, MU. 3-8910.	MADemoisELLE	HOTEL ROOSEVELT GRAND BALLROOM
Tuesday Jan. 10 7:00 P.M. Dinner	SPRING HAT FASHION SHOW AND DINNER The semi-annual millinery fashion show for buyers, retailers and the fashion press. Reservations: Dinner and show, \$17.50 (including tax); Mezzanine: show only, \$8.50 (including tax). Show at 8:30 P.M. For tickets, contact: Millinery Stab. Comm., 1450 B'way, LO. 4-7800. Press by invitation. Publicity: Mary Kelley, Millinery Fashion Bureau, LU. 2-2250.	MILLINERY FASHION BUR.; MILLINERY STAB. COMM.	HOTEL ASTOR GRAND BALLROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 10 8:00 P.M. Dinner	ANNUAL FASHION SHOWING OF DAYTIME DRESSES "Fashions for Day and Play" will be the theme of the Fifteenth Annual Show by the National Association of House Dress Manufacturers. Tickets: \$20.00. Contact: Erwin Feldman, LA. 4-6350.	NATIONAL ASS'N OF HOUSE DRESS MFRS.	WALDORF-ASTORIA BALLROOM
Wednesday Jan. 11 11:00 A.M.	SPRING MILLINERY PREVIEW FOR PRESS Presentation for buyers and the N.Y. press of Laddie Northridge's Spring millinery collection. Attendance by invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON
Wednesday Jan. 11 4:00 P.M. Cocktails	LOCAL PRESS SHOWING OF NEW BRASSIERES Presentation of Spring line of brassieres, designed by Edith Lances. Attendance by invitation only. Publ.: Gladys Steiner, MU. 9-1630.	EDITH LANCES	31 EAST 31ST STREET SHOWROOM
Thursday Jan. 12 11:00 A.M.	PRESS PREVIEW OF SPRING MILLINERY Mr. Fred Frederics of John Frederics, Inc., will present his Spring millinery collection to the N.Y. press. Attendance by invitation only. Contact: Lily Davis, PL. 3-1010.	JOHN FREDERICS, INC.	29 EAST 48TH STREET SALON
Thursday Jan. 12 3:30 P.M.- 5:00 P.M. Cocktails	SHOWING OF NEW LINGERIE & HOSIERY Showing of the new Luxite Lingerie collection and a new slant on hosiery by Holeproof. Settings by Chester Gash. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	LUXITE LINGERIE- HOLEPROOF HOSIERY	ST. REGIS HOTEL ROOF
Thursday Jan. 12 4:30 P.M. Cocktails 5:00 P.M. Show	"A FASHION PORTFOLIO" SEMI-ANNUAL SHOW The House of Heller will present its semi-annual fashion show, featuring the Spring collection of "La Tausca" simulated pearls and "Dorel" costume jewelry. Showing promptly at 5:00 P.M. Commentator: Helen Faith Keane. By invitation only. Publicity: Ruth Lerner, OR. 9-3350.	HOUSE OF HELLER (411 FIFTH AVENUE)	RITZ CARLTON HOTEL BALLROOM
Tuesday Jan. 17 11:00 A.M.	"FIGURE TALK": SHOWING OF FOUNDATION FASHIONS The Warner Brothers Co. presents its annual Spring showing of foundation fashions for the trade and press. John Field, president of Warner Bros., will forecast business trends for 1950. "Figure Talk" will be supervised and commented by Anne Ketcham, Warner's Publicity Director. Attendance by invitation only. Publicity: Anne Ketcham, MU. 3-1194.	THE WARNER BROS. CO.	HOTEL ASTOR GRAND BALLROOM
Wednesday Jan. 18 4:00 P.M. Cocktails	FASHIONS AND FABRICS SHOWING Presentation of Spring costumes created by leading designers in John Walther fabrics. Showing at 4:30 P.M. For press and trade, by invitation only. Contact: Elena Turner, LO. 4-8090.	JOHN WALTHER FABRICS, INC.	HAMPSHIRE HOUSE COTTAGE
Thursday Jan. 19 4:00 P.M. Cocktails	PREVIEW OF NEW COTTONS Reeves Brothers will present 1950 fashions in their cotton fabrics. By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	REEVES BROTHERS, INC.	RAINBOW ROOM 30 ROCKEFELLER PLAZA



MUSIC...MOVIES...THEATRE...TELEVISION

Saturday  
Dec. 3      OPENING: "CLUTTERBUCK"      BILTMORE THEATRE, 47TH W. OF B'WAY  
Irving L. Jacobs, in association with David Merrick, presents Benn W. Levy's comedy. Arthur Margetson, Tom Helmore, Ruth Matteson, Polly Rowles head the cast. Director: Norris Houghton. Settings: Samuel Leve. Publicity: Richard Maney, WI. 7-6939.

Monday  
Dec. 5      TELEVISION: VANITY FAIR      WCBS-TV, CHANNEL 2  
4:30 P.M.      "At Home" Fashions, designed by Brigance, will be reviewed by Dorothy Doan on the Vanity Fair TV show. Publicity: Helen Brattrud, PL. 5-2000.

Week  
Of      THIRD WEEK: METROPOLITAN OPERA      MET. OPERA HOUSE, B'WAY & 39TH  
Dec. 5      Third week's program of the Metropolitan Opera: Mon. Eve., Dec. 5: Puccini's TOSCA; Wed. Eve., Dec. 7: Puccini's LA BOHEME; Thurs. Eve., Dec. 8: Bizet's CARMEN; Fri. Eve., Dec. 9: Verdi's SIMON BOCCANEGRA; Sat. Mat., Dec. 10: Puccini's MANON LESCAUT; Sat. Eve., Dec. 10: Saint-Saen's SAMSON ET DALILA. Publicity: Margaret Carson, PE. 6-1200.

Tuesday  
Dec. 6      OPENING: "METROPOLE"      LYCEUM THEATRE, 45TH ST. E. OF B'WAY  
Max Gordon presents a play by William Walden about the publication of a sophisticated weekly magazine. Lee Tracy has the starring role. Director: George S. Kaufman. Settings: Edward Gilbert. Costumes: Bianca Stroock. Publicity: Nat Dorfman, LO. 3-0858.

Wednesday  
Dec. 7      NEW YORK CITY BALLET      CITY CENTER, 131 W. 55TH STREET  
Program for final week: Wed. Eve., Dec. 7: CONCERTO BAROCCO, ONDINE, SYMPHONY IN C; Thurs. Eve., Dec. 8: SERENADE, ORPHEUS, SYMPHONIE CONCERTANTE; Fri. Eve., Dec. 9: FOUR TEMPERAMENTS, ONDINE, SYMPHONY IN C; Sat. Eve., Dec. 10: GUESTS, FIREBIRD, BOUREE FANTASQUE; Sun. Mat., Dec. 11: SERENADE, JINX, DIVERTIMENTO, FOUR TEMPERAMENTS; Sun. Eve., Dec. 11: FIREBIRD, ONDINE, BOUREE FANTASQUE. Tickets: \$1.20-\$3.00 (Tax included). Publicity: Jean Dalrymple, MU. 8-3847.

Thursday  
Dec. 8      OPENING: "GENTLEMEN PREFER BLONDES"      ZIEGFELD THEATRE, 6TH AVE. & 54TH  
Herman Levin and Oliver Smith present a new musical comedy based on a book by Anita Loos and Joseph Fields. Cast includes Carol Channing, Yvonne Adair and Eric Brotherson. Music by Jule Styne. Lyrics by Leo Robin. Director: John C. Wilson. Settings: Oliver Smith. Costumes: Miles White. Furs: Revillon Freres. Choreography: Agnes deMille. Publicity: Richard Maney, WI. 7-6939.

Thursday  
Dec. 8      PREMIERE: "THE RED DANUBE" (Movie)      CAPITOL THEATRE, B'WAY & 51ST ST.  
MGM film about political conditions and the repatriation of DP's in Vienna in the summer of 1945. Stars: Walter Pidgeon, Ethel Barrymore, Peter Lawford, Angela Lansbury and Janet Leigh.. Prod.: Carey Wilson. Dir.: George Sidney. Costumes: Helen Rose. Publ.: Herbert Crooker, LU. 2-2000.

Thursday  
Dec. 8      PREMIERE: "ON THE TOWN" (Movie)      RADIO CITY MUSIC HALL, 6TH AVE. & 50TH  
MGM presents musical story filmed in Technicolor of 3 sailors who have a 24-hour pass to spend in N.Y.C. Stars: Gene Kelly & Frank Sinatra. Prod. Arthur Freed. Dir.: Gene Kelly and Stanley Donen. Costumes: Helen Rose. MGM Publ.: Herbert Crooker, LU. 2-2000. The annual Nativity pageant, staged by Leonidoff, will be presented for the 17th year. Settings: Bruno Maine. Costumes: James Stewart Morcom. Music Hall Publicity: Fred Lynch, CI. 6-4600.